



Trading-data leader selects Meridian IT and Cisco for advanced communications solution

Customer Profile

Founded in 1985, Chicago-based Townsend Analytics, Ltd., is the leading provider of global multi-broker, cross-asset electronic trading solutions with approximately 180 professionals and additional offices in New York and London.



Situation

As the leading provider of market data to traders, Townsend Analytics, Ltd., has created many technology innovations now considered standards in the financial-services industry. Unfortunately, the progressive company's antiquated PBX system was beginning to hamper operations, communications, and the exemplary customer service for which Townsend is known.

"Our voice system was handcuffing us with insufficient capabilities, growth restraints, and integration limitations," says Bernie McLaurin, system administrator, Townsend Analytics, Ltd. "Additionally, we were paying \$12,000 per year in maintenance and our system was frequently down. We needed a voice solution we could rely on to help us elevate customer service and establish competitive advantage."

Townsend turned to longtime technology partner, Meridian IT Inc., to implement an advanced Cisco communication solution that would support and drive its current and future goals. The Deerfield, Illinois-headquartered Cisco Gold Certified Partner offered the experience and expertise to deliver on Townsend's expectations. Meridian IT Inc. is part of Meridian Group International, Inc. which includes a commanding collection of companies (Concat, MAC Source Communications, Meridian IT Inc., Meridian Leasing, Meridian IT Limited and Tardis) that share similar ideologies and complementary IT business offerings. Meridian's innovative technology ensures the availability of business information so customers can increase productivity, reduce costs and satisfy service level and compliance requirements. Meridian has enjoyed 30 years of continuous profitability now employing 500 in 33 offices throughout the United States, U.K., Germany and Australia.

Solution

Meridian began the one-year implementation in April 2007 installing Cisco Unified Communications. The intelligent, converged network, integrates communications and collaboration products and applications so people inside and outside the organization can instantly connect, communicate, and collaborate in any workspace.

Meridian implemented Cisco Unified Communications Manager. The enterprise-class IP telephony call-processing system provides traditional telephony features as well as advanced communication capabilities that help workers spend less time chasing people, and more time being productive.

To help improve customer response time and satisfaction, Meridian installed Cisco Unified Contact Center Express. The sophisticated customer interaction management solution features e-mail

management, chat, and web collaboration features, and improves agent administration and flexibility.

Finally, Meridian implemented Cisco Unified Personal Communicator, a powerful desktop computer application that empowers Townsend employees to easily access voice, video, instant messaging, web conferencing, voicemail, and presence information from a single, multimedia interface on a PC or Mac.

Results

Following a smooth implementation, Townsend is realizing the many advantages of its Meridian IT-installed Cisco solution.

"The new solution has virtually eliminated downtime and enables us to communicate and collaborate like never before," says McLaurin. "We were able to get rid of our expensive maintenance costs and have significantly cut long distance and toll charges.

"Our new contact center capabilities benefit employees and customers alike. Despite thousands of miles and six hours separating agents in Chicago and London, we now seamlessly transition inbound calls from anywhere for 24-hour coverage for the entire company. And we answer customer calls more quickly and intelligently thanks to features like screen pops that let agents collaborate in real time."

"We also use video conferencing capabilities to improve collaboration and customer responsiveness. We now launch impromptu face-to-face meetings by simply dialing a phone extension, dramatically cutting the cost and inconvenience of travel."

McLaurin concludes that he and Townsend are quite pleased with the new solution and already have plans to add applications to its open architecture.

"Meridian and Cisco met all our goals," McLaurin says. "The transition to the new solution was great and both end users and administrators find it extremely valuable. It's impressive that something this big and high profile was executed without a glitch. We'll continue working with both companies as our needs grow and evolve."

Meridian IT Inc.

Nine Parkway North, Suite 500
Deerfield, IL 60015

meridianitinc.com

847.964.2700